



GB FOODS

Celebrating local flavours

**PRESS DOSSIER
2023**

Table of contents

01_ Our Purpose	04
02_ Our roots	07
03_ Our brands	10
04_ Horeca products	25
05_ Contact us	27



GBfoods at a glance

More than
30
local brands

Around
3,500
employees

Around
1,426M€
in sales

We are in
50 countries



 **18** factories

5	Spain	2	Belgium
3	Nigeria	1	Ghana
2	France	1	Italy
1	Germany	1	Senegal
1	Algeria	1	Mali (licensed)



Product categories



Sauces



Soups



Taste
enhancers



Tea and
infusions



Ready
meals



Pasta
and rice

GBfoods at a glance

Leading brands portfolio

JUMBO

Gallina Blanca

Erasco

Gino

Liebig

STAR
DAL 1948

Pómo

BAMA

ANNO 1886
dl

Royco
Minute soup

Il Mio
Gran Ragù

les Recettes
ferme
d'Anchin

Grand'Italia
maestro pastaio

AVECREM

YATEKOMO

Blå Band

TIGULLIO

JUMBO

Jago

STAR
Sognid'oro

SAIKEBON

STAR
TEA
- PREMIUM QUALITY -

BONG
TOUCH of TASTE

El Pavó
TRADICIÓN Y CALIDAD
DESDE 1934

Heisse
Tasse

Lacroix



01_

Our Purpose

Our Purpose

Celebrating local flavours

At GBfoods we've been making the daily lives of millions of families around the world easier for several generations with culinary solutions that can be used in all kinds of recipes. We adapt to each market in response to specific local needs, keeping the unique recipes that have been passed down from generation to generation alive.

How do we do it?

The Purpose of GBfoods' "Celebrating local flavours" is to reinforce and take care of each and every one of the communities we are part of to bring out those authentic local flavours.

This allows us to offer specific culinary solutions in each geographical location where we have a presence and in doing so become the preferred choice for millions of families in an increasingly connected and open world, where cultural diversity is synonymous with richness. Because in a society as diverse as ours, it's important to know how to keep our brand strong by emphasizing the thing that makes us unique which is, of course, food.

We at GBfoods are proud of what we do and as we look back on the past but above all toward the future, we celebrate those local flavours that make us who we are.



Our Purpose

Our unique company culture: The GBhood Recipe

At GBfoods, we have four core values composed by a set of behaviours that guide everything we do, from our strategy to our everyday decisions, how we interact with each other, and how we interact with our customers, consumers, and partners.

Our unique company culture is the secret recipe that drives our success and binds our community together. It's our way of being and our way of Celebrating Local Flavours. It's our unique DNA, and we call it The GBhood Recipe. We can find it in each of our values. GBhood is the recipe made by all of them. With care. Our recipe book, where authenticity, proximity, ownership, and joy are our key ingredients for success.



Proximity

We stay close and we have a local mindset

We actively communicate and listen, promoting open dialogues. We go beyond teamwork, caring about our colleagues' well-being. We care about local customer and consumer needs, making a difference to the communities we belong.



Authenticity

We bring our best and unique self

We bring our best self to grow our impact. We encourage diversity and inclusion, embracing other people's ideas. We are transparent, telling things like they are.



Ownership

We trust and empower our colleagues

We empower colleagues through inspiration, guidance, and support. We own projects with proactivity and excellence. We behave ethically and responsibly, being mindful on the impact we have on the planet.



Joy

We celebrate and show passion in everything we do

We act with enthusiasm and a positive attitude. We show passion for food and local recipes. We celebrate colleagues' successes (and our own), learning from failures.



02_

Our roots

Our roots

Where do we come from?

Gallina Blanca was founded in Barcelona in 1937 with its popular bouillon cubes which would later come to be called Avecrem. Composed of one and a half ounces of meat and a variety of vegetable extracts, this iconic product was a success from the very beginning and the original brand of our group, GBfoods.

Today, with turnover of around €1,426 billion and a staff of more than 3,500 employees, GBfoods is present in more than 50 countries in Europe and Africa. They include Spain, Italy, Germany, France, Belgium, the Netherlands, Sweden, Finland, Nigeria, Ghana, Algeria and Senegal, among others.

We are also proud of our well-known historical brands in each one of these countries, such as Jumbo, Gallina Blanca, Erasco, Gino, Liebig, Star, D&L, Grand'Italia and Blå Band, among others. Some of these dearly beloved brands have been in consumers' kitchens for more than 150 years, to the point where they are now an integral part of the local culture.

One of the things we at GBfoods have learned over the years is how special it is to enjoy good food and, in particular, to celebrate the local flavours that allow us to embrace different cultures and traditions through food.

- **Delicious and authentic food**
- **Inspired by local recipes**
- **That are part of people's daily lives and their special occasions**
- **Options that can be enjoyed wherever you are**



More than 150 years of history

Gallina Blanca

- 1938**
Gallina Blanca foundation by Mr. Lluís Carulla
- 1950**
Launch Avecrem in Spain
- 1965**
Start of the Food Service activity
- 1973**
Beginning of the international activity in Africa with Jumbo
- 2007**
Gallina Blanca & Star become one group

2015
GBfoods NEW corporate group identity

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- 2017**
GBfoods acquires Watanmal (50%) to reinforce its presence in Africa with leading brands as Gino, Pomo, Jago and Bama.



- 1948**
Star Foundation
- 1950**
Launch of Doppio
- 1989**
Start of the Holland subsidiary (GranFood) with Grand'Italia



- 1865**
Establishment of Liebig Meat Extract in Courneuve, France



- 1873**
Foundation of the German Company in Lübeck



- 1890**
Gustav Bong starts in vegetable canning company in Ystad (Sweden)



- 1921**
French chef Eugène Lacroix begins a business selling quality sauces and stocks to restaurants in Frankfurt

- 1985-2001**
The American multinational Campbell's Soup Company acquires the business of D&L, Impérial, Liebig, Erasco, Lacroix, Royco, Bong and Blå Band



- 1886**
Henri Devos establishes a small canned goods factory in Belgium. He later marries Elisabeth Lemmens. The start of the Devos Lemmens brand.



- 1903**
Jeanne Verelst creates the first recipe for powdered pudding, later branded Impérial. A year later it's being sold in shops.



- 1950**
The Blå Band brand is launched in Sweden



- 1952**
The Royco brand is launched in France



- 2018**
Continental Foods acquires Mrs Cheng's. Mrs Cheng's is a soy and thai curries leading brand that began in Sweden in the 1960's



- 2013**
Campbell Europe is acquired by CVC Capital Partners and the independent European company changes its name to Continental Foods

Continental Foods is acquired by GBfoods

2019

- 2021**
Gbfoods announces the 100% acquisition of the business in Africa

- 2022**
Divestiture Russia's affiliate

- 2023**
Divestiture Imperial brand

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03_

Our brands

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FOODS

Our brands

Top leading brands

At GBfoods we offer a wide range of brands and products to satisfy the culinary tastes and needs of consumers who enjoy delicious food.



Europe

Spain

Gallina Blanca

Ever since the launch of the first bouillon cubes in 1937, Gallina Blanca has been a staple in the daily lives of millions of Spaniards. Our products have always been synonymous with innovation: dehydrated soups, broth in carton, or the successful Yatekomo.

Not surprisingly, Gallina Blanca is one of the leading food brands which is used in more than 70% of Spanish households today.

AVECREM®

The introduction of AVECrem in 1954 was a real revolution for the Spanish people.

Today, more than 65 years later and in a society where consumers don't have a lot of time to cook, AVECrem is a key ingredient for enriching any recipe.



Available in a wide variety of flavours, Yatekomo noodles are positioned as the ideal alternative for millions of consumers who are looking for a tasty, bold and practical product that is also easy to prepare.

Its success has been recognized on numerous occasions with Innovation and Best Product awards.



The company FLO, S.A. was founded in Barcelona in 1898 as a producer of high quality, hand-crafted pasta. In Spain, cannelloni pasta was industrially produced for the first time in 1911 and the El Pavo brand was created four years later, in 1915.

This industrial initiative led to the popularization of a dish that until then had been considered haute cuisine but has since become part of the traditional gastronomy.

Europe

Italy



STAR has been one of the most important food brands in Italy since 1948. Since that time, and with the launch of the iconic Dado Star brand, the company has positioned itself as a leader and innovator in the Italian food sector in most categories.

STAR has always been synonymous with creativity in the kitchen, thanks to its ability to anticipate new trends and to simplify culinary processes being able to delight all Italian family with good food every day.



Tigullio is a local brand, expert in perfectly combine Mediterranean ingredients: it offers the best taste and texture to dress pasta dishes, guaranteeing the authentic multisensorial experience of best Mediterranean recipes that will delight and surprise your family.



Gran Ragù is a local brand, expert in preparing the traditional ragù recipe: it offers the best taste thanks to high quality ingredients, like 100% Italian meat, and the original slow cooking process, guaranteeing a delicious and yummy 'scarpetta'.



Sognid'oro is an Italian historic brand born in 1956, when launched on the market the first Soluble Chamomile, a revolutionary product that simplified the household preparation of the beverage. Nowadays Sognid'oro offers not only chamomile, but also a wide range of tisanes and fruited infusions, being synonymous of quality, expertise and innovation.



Star Tea was the first filter tea launched in Italy, a brilliant invention which, starting from the 1960s, made the beverage more accessible and popular. Due to its heritage, Star Tea is recognized as a quality and reliable brand, synonymous of tradition and simplicity.

Europe

Nordics



The first chicken soup in the 1950s marked the beginning of one of the most celebrated brands in Sweden and Finland, but it was the chocolate pudding that shot Blå Band straight to stardom.

With a wide range of sauces, soups, ready meals and desserts, Blå Band is now positioned as a "go to" solution for thousands of consumers looking for the delicious taste of a traditional brand.



The Swedish brand Bong is synonymous with tradition, quality and passion for food. Gustaf Bong founded the company in 1890 and today, 130 years later, Bong is renowned for its bouillons and Touch of Taste fonds in both Sweden and Finland. Añadimos la marca Mrs Cheng's: Mrs Cheng's gives you the experience of real Asian food, and has been offering authentique, high qualitative Asian products like soy and stew bases since the 1960's.



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Europe

Belgium



With more than 150 years of expertise, Liebig is the leader on the French & Belgian ready-to-serve soup market. The brand offers a wide range of healthy and delicious recipes lovingly cooked in France with 100% natural ingredients. Liebig never stops innovating to best meet consumers' expectations: quality, naturality and convenience.



Royco leads the instant soup category in France and Belgium offering a wide range of recipes for a very convenient meal or snack at an affordable price. Tasty combinations of vegetables, seeds and legumes, Royco soups are all cooked without preservative.



Since 1886, D&L has been offering delicious premium products that have made it a leading brand of excellent quality sauces, mayonnaise and condiments.



With over 30 years of experience, Aiki offers a wide variety of tasty, hearty Asian noodles that are easily prepared in just 3 minutes.



Established in 1921, Lacroix has been the leading premium brand within the Belgian fonds category.

As a base for sauces and stews Lacroix is known as the tastemaker in the kitchen. Always striving to inspire & to help in making tasty dishes.

Europe

France



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La Ferme d'Anchin, is a brand of chilled delicious soups, existing in glass bottles and recyclable cups and produced in our small factory in Liévin, in the North of France. We bet you'll enjoy it!

Holland



STAR developed the Grand'Italia brand in 1983 for the Italian market and expanded it to Holland in 1984, offering the Dutch the best of the Italian cuisine.

Today, the brand offers a wide variety of authentic, high quality products that inspires our consumers to easily create delicious Italian dishes.

Europe

Germany



Erasco is one of the most well-known food brands in Germany. With over 70 years of history in consumers' kitchens, the brand offers a wide variety of products such as stews, ready-to-serve soups and ready-made dishes. They are all made from fresh ingredients, recently harvested vegetables and carefully selected meats.



Heisse Tasse is a well-known soupy snack brand in Germany. As market leader in the instant soup market the brand offers a wide range of different snacks for quick and uncomplicated enjoyment in-between. The products are made of real vegetables and are naturally free from added taste enhancers.



Established 1921, Lacroix is a premium brand and expert of high-quality cooking solutions providing sensorial experiences offering a wide range of Fonds elevating the taste of meals cooked at home, complemented with delicious ready-to-eat soups. The brand is well trusted with the highest consumer reach in the category.

Africa



Jumbo was launched in West Africa over 40 years ago. Today, the Jumbo bouillon cube is considered an essential ingredient in most recipes in many countries on the African continent, where the importance of home cooked meals is intrinsic to the culture.



Since it was first introduced more than 25 years ago, Jumbo has become one of the most widely recognized brands in Algeria, known for its flavor and quality. A varied portfolio of products adds flavor to both modern and traditional Algerian dishes alike.



Gino is a consolidated brand in African countries such as Nigeria and Ghana thanks to the broad range of high quality products that make the daily lives of many African families easier. This includes basic products such as tomato sauce, bouillon cubes and rice, among others.



Pomo is synonymous with a love of local cuisine and is popular in many African countries for its iconic tomato sauce that turns family dishes into irresistible recipes.



Bama mayonnaise satisfies the most demanding African palates with its unique taste, accompanying some of modern dishes like bread, salad, eggs and pasta.



Jago is a very popular brand in Nigeria famous by its mayonnaise. But it also offers a wide range of products, such as powdered milk, evaporated milk and condensed milk, among others.

Our brands and products are divided into the following categories:

Taste enhancers

At GBfoods, we offer simple solutions to enrich and add flavour to our consumers' dishes to ensure that the final result is always a success. GBfoods' delicious and authentic flavouring products enhance the flavour of any dish, with a wide range of options and leading brands such as **Avecrem** in Spain, **Dado Star** in Italy, **Lacroix** in France and Belgium, **Bong Touch of Taste** in Finland and Sweden, or **Jumbo** and **Gino** in many African countries.



Tomato sauce, mayonnaise and other sauces

GBfoods offers one of the most extensive assortments of sauces on the market to accompany all kinds of dishes.

Without a doubt, tomato sauce is one of the most widely consumed sauces in the world. In Africa, for example, our **Gino** and **Pomo** brands are commonly used in many local recipes.

Mayonnaise is also one of the most widely consumed sauces in the world. Our **Bama** and **Jago** brands are currently top sellers in many African countries, while **D&L**, a brand with more than 135 years of history, leading this category in Belgium where it has won over thousands of consumers by positioning itself as an iconic and historical brand.

When it comes to sauces and accompaniments, Ragú meat and vegetable sauce, which is perfect for pasta dishes, is the undisputed leader. In Italy, our Star brand's **Il Mio Gran Ragù** has been offering this delicacy since the 1960s and is now the country's leading ready-made sauce for thousands of consumers. In fact, **Star** is the only brand that is present across all segments of prepared sauces.

Grand'Italia, a Dutch brand that has been on the market almost 40 years, has won over the country's palates with an assortment of sauces inspired by Italian recipes, perfect for pasta and made with carefully selected quality ingredients.

At GBfoods, we know that sauces are the key to the flavour of many recipes, which is why we offer different alternatives such as dehydrated sauces, an innovative option that leads in this category with the **Blå Band** brand in Sweden and Finland.



Liquids broths and soups

Gallina Blanca's dehydrated soups have become an iconic product in Spain since they were first introduced in the 1960s and are still one of the company's most recognisable products today. Twenty years ago **Gallina Blanca** offered a new option for preparing soup, the first liquid broth on the Spanish market in carton form, an innovative solution that won the trust of thousands of consumers. That success was repeated in Italy a few years later with the **Star** brand. Since then, the Group has maintained a strong position in this category in both countries, thanks to the introduction of new recipes.

Our presence in the category of broths and soups has been extended to multiple geographical regions with remarkable success. In France and Belgium, the **Liebig**, **Royco** and **La Femme d'Anchin** brands lead the market by offering all types of soups and creams, while **Erasco** and **Heisse Tasse** are two of the most popular food brands in Germany with numerous soups and stews recipes. Similarly, in Sweden and Finland our **Blå Band**, **Varma Koppen** and **Lämmin Kuppi** brands have replicated the success of dehydrated soups.



Ready meals

GBfoods delights consumers with convenient and delicious recipes inspired by ethnic and traditional recipes, ready to be enjoyed anytime, anywhere.

Our brands are well-established in a large number of countries: in Germany, **Erasco** leads the market with delicious ready-to-eat recipes, while the **Yatekomo**, **Saikebon** and **Aïki** brands are top sellers in the oriental noodle segment in Spain, Italy and Belgium, respectively.

Blå Band and **Mrs Cheng's** are also present in countries such as Sweden, Finland and Belgium with recipes for pasta and ethnic cuisine, among others.

Jumbo noodles are a very popular recipe in Africa, especially in Algeria.



Pasta and rice

GBfoods has a strong presence in the Netherlands in the pasta category. Our **Grand'Italia** brand, for example, has been offering a wide range of delicious Italian pasta to Dutch households for almost 40 years.

Cannelloni and Galets are part of another very traditional segment. In fact, they are products with a long tradition in Spain, so the production process and the quality of the ingredients have to meet a very high standard, something that **El Pavo** brand has been doing since its origins and has made us a very consolidated brand in the market.

In Africa, **Gino's** jasmine rice is the preferred option for thousands of families in Ghana.



Tea and infusions

The **Sogni d'Oro** and **Star Tea** brands have occupied a special place in Italian households for more than 50 years. **Star Tea** was the first Italian brand to launch tea bags in Italy, while **Sogni d'Oro** holds the number two slot in the tea market.





04_

Horeca products

Horeca products

Catering specialists

GBfoods and its brands offer solutions adapted to the catering professions such as hotels, restaurants, schools, residences and hospitals.

With more than 500 product references across 18 product lines, our Food Service brands are positioned as leaders in culinary solutions to satisfy the needs of this professional sector: restaurants, schools, hotels, residences and hospitals. Some of our brands have been helping professionals in the sector since the 1950s and today, 70 years later, have become indispensable thanks to their practicality and innovation. Our well-known brands are used today by thousands of establishments in Europe and Africa:

Our FoodService category distributes the following key products:

Broths	Taste enhancers	Cooking sauces	Soups and creams
Tomatoes	Sautés	Pasta	Cannelloni and lasagne
Oil and vinegar	Mayonnaise and other sauces	Sweetener	Desserts
Biscuits	Mashed potatoes	Rice	Flour
Juice	Ready meals		





05_

**Contact
us**

GB
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Contact us

Let's talk

Hill+Knowlton Strategies, PR & media relations

Mireia Saenz de Buruaga

(Hill + Knowlton Strategies)

☎ +34 620 925 452

Mireia.saenzdeburuaga@hkstrategies.com

Oier Verdugo

(Hill + Knowlton Strategies)

☎ +34 638 307 489

oier.verdugo@hkstrategies.com

GBfoods HQ

Plaza Europa, 42
L'Hospitalet de Llobregat
08902 Barcelona

GBfoods

Celebrating local flavours

At GBfoods we strive to offer culinary solutions with local flavour that also incorporate today's major culinary trends. We are a culinary group that works with prestigious, leading local brands in several countries worldwide, including Jumbo, Gallina Blanca, Erasco, Gino, Liebig, Star, Bama, D&L, Grand'Italia and Blå Band. As a reflection of a company that celebrates local flavours, some of these brands have been in consumers' kitchens for over a century and have positioned themselves as authentically loved brands, as well as deeply rooted parts of the local culture.

Today, with a turnover of more than 1.3 billion euros and a team of more than 3,600 people, we operate in over 50 countries in Europe and Africa and are the preferred choice of millions of consumers.

www.thegbfoods.com

GB FOODS

Celebrating local flavours